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BENNING'S

1945

STRAWBERRY

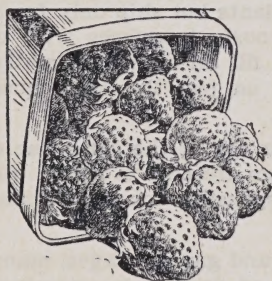
BOOK

W. E. BENNING

CLYDE, N. Y.

Phone Clyde 5083

Established 1909 by H. H. Benning



No. 1216

State of New York
Department of Agriculture and Markets
C. Chester DuMond, Commissioner
Certificate of Inspection of Nursery Stock

THIS IS TO CERTIFY that the Strawberry Plants of W. E. Benning of Clyde, County of Wayne, State of New York, have been duly examined in compliance with the Agriculture and Markets Law and have been found to be apparently free from all injurious insects, and plant diseases. This certificate is valid until October 1, 1945, unless revoked before that date.

Dated Albany, N. Y., Sept. 1, 1944.

C. CHESTER DUMOND, Commissioner.

A. B. BUCHHOLZ, Director, Bureau Plant Industry.

OUTLOOK

We are pleased to announce that we are again in a position to furnish our customers with strawberry plants this season. We regret that we had to disappoint many of you last season because weather conditions in 1943 caused an almost complete failure of our beds. We thank you for your past patronage and assure you that in spite of war difficulties we will do our utmost to serve you again this spring.

Again this year the strawberry industry is faced with an acute shortage of plants. The labor situation which has resulted in a reduced acreage plus unfavorable weather in 1944 is responsible. Our supply of plants is fair altho many growers report fewer plants than last year.

The outlook for strawberries is one of continuing good prices. Acreage in the country is low and with the short supply of plants and labor no large increase is expected. On the demand side, consumers have money to spend and strawberries are universally liked. This puts the grower in a favorable position. They will find it profitable to plant as large an acreage as their labor situation justifies.

Important — Please Read Before Ordering

We urge that you place your order early. We will reserve your plants for you until planting time.

In common with all other enterprises we are faced with the prospect of doing business this season with less labor than usual. As we do not handle storage plants but ship only fresh dug plants, rainy wet weather sometimes seriously interferes with our shipping schedules. We will do our best to fill all orders promptly. However, if you do not receive your plants on just the day requested, please bear these facts in mind.

Our plants this year are of the same fine quality as usual and to the best of our knowledge are true to name. Should they prove otherwise we will not be responsible for more than the purchase price of the plants.

Because of the tire and gas shortages, many of our customers who have been in the habit of driving to our place for their plants may wish to have their plants shipped by parcel post or express. However, for those who do wish to drive, our place is located four miles south of Clyde and ten miles north of Seneca Falls on the county highway between those two villages. If you plan to drive, it is necessary that we be notified a couple of days in advance.

In the description of varieties on the following pages we have endeavored to give you a fair and honest description of the varieties we grow.

Complaints regarding shortage, etc. must be made immediately upon arrival of plants. If we are at fault, we will make it good.

After about May 10 we do not like to ship plants due to the danger of failure because of the lateness of the season. Orders received after that date will be filled at the purchaser's risk. We do not sell plants in the fall.

Cash must accompany all orders unless other terms are made.

We are not open for business on Sunday.

Clyde, N. Y.

Date _____

Send To _____

Post Office _____ State _____

R. D. or St. _____ County _____

Express Office

Ship By Express () Parcel Post () Ship About

Do not write here

Amt. sent

Ck..... M. O.

Stamps Cash

Shipped

[illegible]

ANSWER

SPRING VARIETIES

Early

DORSETT—Dorsett is at its best a little farther South and with us it does not equal Premier or Fairfax in yield though excelling both in attractiveness with its very large bright red beautiful berries. The berries do not darken but hold their bright attractive color long after picking. In quality it is above average being excelled by Fairfax alone. Since Dorsett is a vigorous grower setting a heavy row of plants it responds well to thinning or spacing of the plants. It ripens just after Premier.

FAIRFAX—This grand variety is increasing in popularity every year. Its superb quality and sweet flavor make it unexcelled for home gardens and very popular as a market berry. We find customers calling for Fairfax by name or asking for "those big dark berries". The berries are large to extra large, dark red and glossy. They ripen just after Premier and extend over a long period. Often the last berries we pick are Fairfax. The fruit is very firm and solid and holds up well after picking. Fairfax is not quite so frost resistant as Premier. The plants are large, vigorous, and heavy yielding.

PREMIER—Premier has long been the standard commercial berry of the North. Its popularity is due to its early ripening, its adaptability to a wide range of soils and conditions, its high yields and its resistance to frosts. Berryman have long recognized Premier as a sure cropper. Berries are large, bright red, uniformly conic shaped and of good quality. The picking season is long with the berries retaining their size well throughout. Plants are vigorous and prolific. Many new varieties come and go but Premier retains top rank year after year.

DRESDEN—Dresden is the heaviest yielding of all the many varieties we have grown. The berries are very large, smooth, uniformly conic shaped and medium red in color. Its quality is fair and its chief faults appear to be softness of the berries and a tendency to rot under conditions of excessive moisture. The plants are large, vigorous and prolific.

Mid-Season

CATSKILL—Catskill rapidly became the leading mid-season strawberry in the northern half of the country after its introduction by the New York Experiment Station a few years ago. It is a sure cropper being frost resistant and widely adapted to varying soil and climatic conditions. The berries are very large, bright red, and of good quality. While the berries are somewhat irregular in shape they are attractive when placed in the quart. Yields are very heavy. The foliage is dark green and healthy and the plants vigorous. Plant Catskill as your leading mid-season berry.

CULVER—A heavy yielding variety producing beautiful bright red berries that are red to the center. The fruit is large in size, smooth, cone shaped and uniform. Culver truly has the eye appeal that makes berries sell. It is one of the most attractive berries we have grown. They are slightly tart with excellent flavor and quality. The skin of Culver is tender and they should be handled carefully.

SPARKLE—A promising introduction of the New Jersey Experiment Station. In two years trial we have found Sparkle to be a very productive excellent quality mid-season berry. The berries are large, dark red and firm, resembling Fairfax in appearance, firmness and quality. The plants are vigorous and make a good row. We suggest that you give Sparkle a trial.

Late

ABERDEEN—A vigorous growing, heavy producing variety that is more resistant to heavier wet soils than most varieties. Berries large, light red and very attractive. Moderately firm and of fair quality. The Aberdeen has been increasing in popularity.

REDSTAR—One of the latest ripening varieties we have seen. Berries are large, firm, a bright glossy red with a tough skin. The quality is good. The berries are sometimes irregular in shape. Redstar sets a very heavy crop of fruit and needs a plentiful moisture supply to ripen them to a uniform large size. A little extra effort to provide and conserve moisture will pay well with Redstar.

STARBRIGHT—A new fancy late berry showing the characteristics of its parents, Chesapeake and Fairfax. It is tops in quality, flavor and eye appeal. Its wonderful aroma and flavor are outstanding. The berries are medium large to large, firm, bright, glossy and attractive. Starbright is truly a beautiful fancy berry commanding top prices. Yields are moderate. The plants are large and make a moderate row.

EVERBEARERS

Everbearing strawberries have long since ceased to be just a novelty and have an accepted place in berry growing. They bear two crops each year, one in the spring and one in the fall. Everbearers will fruit the fall of the year they are set. Keep the blossoms cut off until about July 10 and you can enjoy luscious berries from August until the snow flies. Removing the early blossoms gives the plants a chance to make a vigorous growth before fruiting, resulting in more and larger berries in the fall.

Everbearers require good soil and plenty of moisture. Early setting is important. General cultural practices are about the same as for spring varieties.

GEM—One of the best Everbearers. Large, glossy, bright red, attractive berries whose very appearance sells them for top prices. Smooth and uniform in shape. Good quality. Slightly tart. A heavy yielder and prolific plant maker.

MASTODON—Long the old favorite among Everbearers. Large fine quality berries which are bright red and firm. The plants are large and vigorous but do not run freely. Mastodon has stood the test of time and still retains its popularity.

Prices

	Prepaid	Charges paid purchaser						
No. of plants	100	100	200	300	400	500	1000	5000
Spring Varieties	3.25	3.00	5.00	7.00	8.50	10.00	16.00	75.00
Everbearers	5.25	5.00	Not available in larger quantities					

Plants shipped prepaid through the fourth postal zone only.
Do not add together two or more varieties to obtain a cheaper rate
Each variety must be figured separately.

Stamps (1, 2, and 3 cent) accepted for amounts less than \$1.00

Prices subject to change without notice.

All plants offered subject to prior sale.

**CASH MUST ACCOMPANY ALL ORDERS UNLESS
OTHER ARRANGEMENTS ARE MADE**

References: Postmaster, or Briggs Bank, Clyde, N. Y.